

Santa Clara City Council

Principles & Priorities 2007-2009

The City Council priority is to focus on successful completion of existing City projects, postpone new City projects and proposals, and operate within Council adopted budget principles and priorities, with the goal of guiding the City successfully to economic recovery.

Maintain Superb and Affordable Core Services

- Strengthen Emergency Preparedness Citywide
- Complete the General Plan Update for 2010-2025
- Proceed with Emergency Communications Relocation and Electric Substation Renovations; and Complete Fire Station #4

Foster Public Trust and Demonstrate Leadership

- Affirm Commitment to Reduction of Greenhouse Gases and Development of Sustainable Renewable Energy and Green Power Resources
- Advance City's Ethics Program through Analyzing and Applying Ethical Decision-Making in City Decisions with Review of Transparent Reporting
- Create a Cultural Heritage/Diversity "Entertainment Theme" at the All-City July 4th Picnic and Fireworks Event

Work Efficiently with a Focus on Fiscal Responsibility

- Focus on Replenishing Working Capital (Emergency) Reserves for General Fund
- Develop Succession Plan for Electric Joint Powers Authority Council Representative
- Generate Options for Capital Improvement Project Funding

Support and Celebrate Community/Volunteer Partnerships

- Commit to Health and Wellness Focus For City's Preschool Program and Youth Activity Center
- Explore Options For Morse Mansion Use and/or Purchase
- Participate in Library Ambassador Outreach Program
- Review Sister Cities Program
- Restore Citywide Garage Sale Program

Pro-active Economic Development/Fiscal Partnerships

- Examine the feasibility of a stadium in Bayshore North Entertainment Zone
- Achieve Progress on Downtown Revitalization Through Selection of Master Developer
- Emphasize Strong Commitment to Affordable Housing; Complete the BAREC Process with Senior Housing Element

Dear Santa Clara Residents:

Every year, the City Manager provides an annual report to the City Council, residents and businesses of Santa Clara. I am pleased to present the 2007 Annual Report and 2008 City Calendar.

Our theme this year is "sustainability." We have heard a great deal about sustainability and green issues recently with regional and national leaders calling for more conservative use of natural resources in order to protect the environment. The City of Santa Clara has been on the forefront of communities investing in renewable energy and modeling environmental best practices. We are proud of our achievements in this area, and many of them are described in this publication.

But "sustainability" also has a broader definition that includes all of the elements needed to maintain an acceptable quality of life and preserve the future for generations to come. We are equally as proud of our accomplishments in promoting a vital and sustainable economy and building a solid foundation of community values. Many of these are also described throughout the calendar.

One of the most difficult challenges of municipal government is balancing the needs of today with the needs of tomorrow. That has certainly been the case as we struggled these past few years with a slow economy that significantly impacted revenues in the City budget. We got through it by making tough decisions on expenditures and using emergency reserves.

As this Annual Report/City Calendar was being prepared, the City was continuing its feasibility study of the 49ers' proposal to construct a football stadium on City-owned land, land that is currently under long-term lease to Great America for theme park parking. The Feasibility Study Overview is scheduled to be presented at a Council meeting in January 2008.

Currently, the economy appears to be recovering and the Council adopted a General Fund budget for 2007-08 that is a 5.3% increase over last year. We are now able to begin some of the capital projects that were delayed, including deferred maintenance and improvements needed to ensure the continued integrity of the City's infrastructure. We are also developing a strategy to replenish reserves, and the Council has approved a five-year plan to proactively maintain a balanced budget.

The City of Santa Clara recognizes our responsibility to today's residents as well as future generations. We will continue to work hard to sustain this wonderful community and its quality of life.

Sincerely,



Jennifer Sparacino
City Manager